

**THE POTENTIAL IMPACT OF THE MACAU INTERNATIONAL AIRPORT ON  
MACAU'S TOURISM ACTIVITY IN THE CONTEXT OF REGIONAL  
DEVELOPMENT IN SOUTH CHINA**

**A B S T R A C T**

Traditionally, Macau's tourism industry has suffered from heavy dependence on Hong Kong as a marketing channel as well as a source of traffic.

It is common knowledge that this has happened in part due to the lack of a good transportation network (air and sea) linkage to the rest of the world.

In spite of this constraint, the sector's contribution to Macau's whole economy has become increasingly important and is now a significant source of revenue.

Macau's Government and private sector have been cooperating in promoting the sector with great expectations that the opening of the Macau International Airport and related infrastructures will boost the sector's performance.

In this context the key objective of this research is an attempt to evaluate the potential impact of the Macau International Airport on the territory's tourism activity.

For that purpose a variety of contacts, unstructured interviews and a survey were conducted to collect data that constituted the base of this research. Among the several entities involved are: Civil Aviation Authority

of Macau (AACM), Macau International Airport Company (CAM), Air Macau, Hotel properties, Travel Agencies, Macau Government Tourist Office (MGTO) and Macau Census and Statistics Department.

A survey was made of hotels as they are one of the most important components of service to tourists. Inbound travel agencies deserved also special attention as they attract and supply services to satisfy visitor's needs. Some interviews were conducted among them.

Results of the survey and interviews made to hotels and travel agencies are presented separately in Chapter 4, due to the quantity of the information involved and the importance of the conclusions reached in this research.

Chapter 2, discusses the Macau International Airport (MIA) as well as related entities. Chapter 3, looks at tourism activity and its various aspects and the main entities involved. Chapters 4 and 5 present several scenarios of the impact of the MIA on Macau's tourism activity. Chapter 6 summarises the associated SWOT analysis. The final conclusions are presented in the Chapter 7.